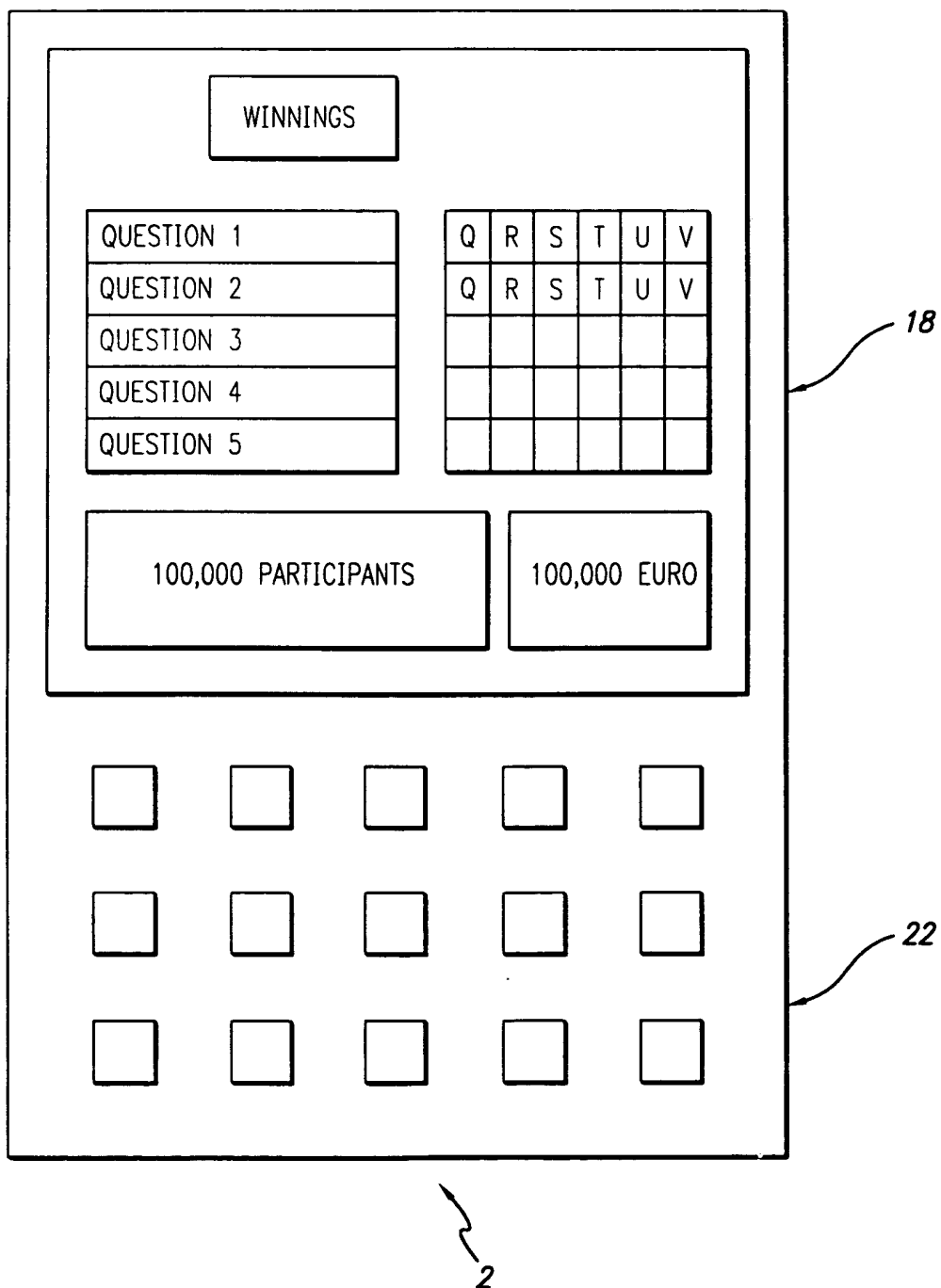


FIG. 5

FIG. 2



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FIG. 3

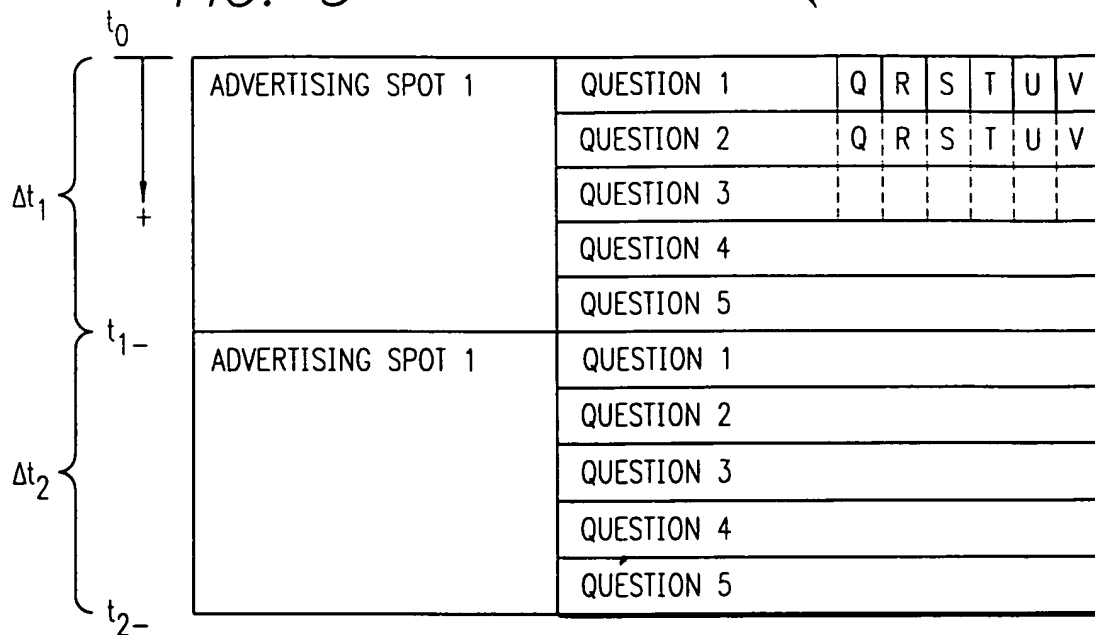


FIG. 7

ADVERTISING SPOT 1	QUESTION 1	Q	R	S	T	U	V
	QUESTION 2						
	QUESTION 3						
	QUESTION 4						
	QUESTION 5						
ADVERTISING SPOT 1							

USER A

FIG. 4A

	Q	R	S	T	U	V
QUESTION 1	0	1	0	0	0	0
QUESTION 2	0	0	1	0	0	0
.						
.						
.						

COPY OF PA.
ORIGINALLY F:

FIG. 4B

	Q	R	S	T	U	V
QUESTION 1	15,000	41,000	28,000	8,000	6,000	2,000
QUESTION 2	8,000	23,000	31,000	21,000	12,000	5,000

USER B

FIG. 4C

	Q	R	S	T	U	V
QUESTION 1	0	0	1	0	0	0
QUESTION 2	1	0	0	0	0	0
.						
.						
.						

USER D

FIG. 4D

	Q	R	S	T	U	V
QUESTION 1	0	0	0	0	1	0
QUESTION 2	0	0	0	1	0	0
.						
.						
.						

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FIG. 4E

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	FREQUENCY	
USER A - QUESTION - ANSWER - COMBINATION A	45	
USER B - QUESTION - ANSWER - COMBINATION B	32	
USER C - QUESTION - ANSWER - COMBINATION C	17	
.	.	
.	.	
.	.	

FIG. 6A

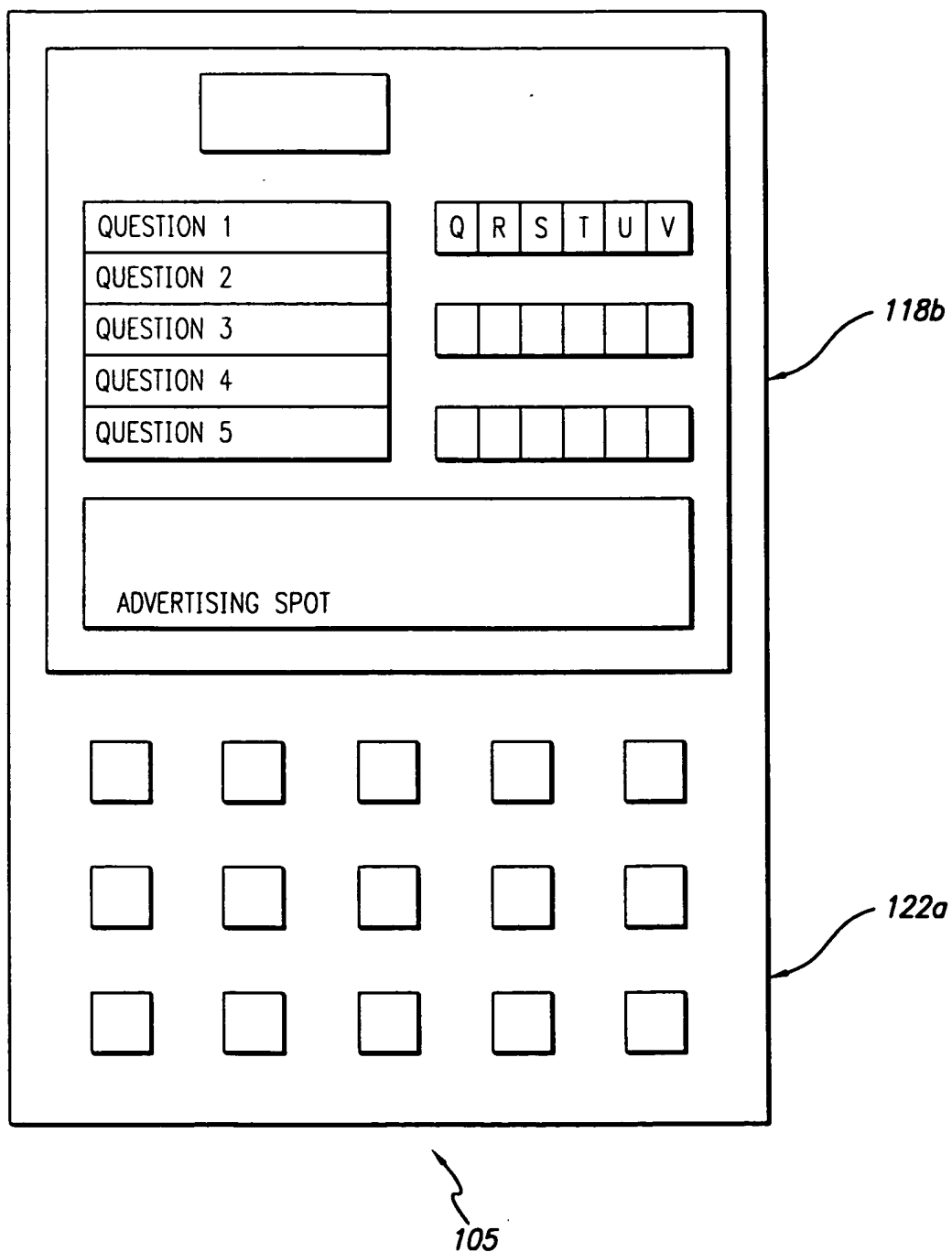
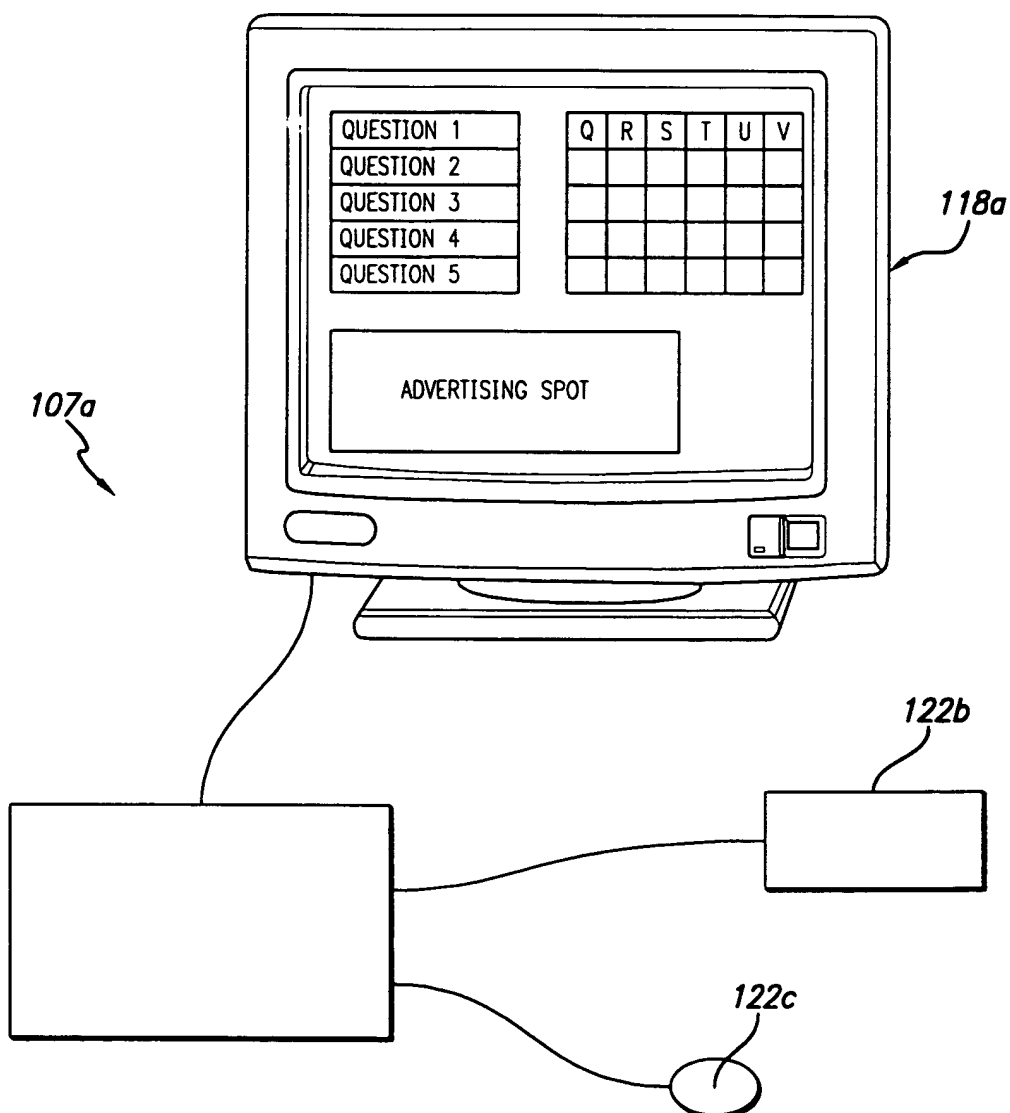


FIG. 6B



USER A

FIG. 8A

	Q	R	S	T	U	V
QUESTION 1	0	1	0	0	0	0
QUESTION 2	0	0	1	0	0	0
.						
.						
.						

FIG. 8B

	Q	R	S	T	U	V
QUESTION 1	15,000	41,000	28,000	8,000	6,000	2,000
QUESTION 2	8,000	23,000	31,000	21,000	12,000	5,000

USER B

FIG. 8C

	Q	R	S	T	U	V
QUESTION 1	0	0	1	0	0	0
QUESTION 2	1	0	0	0	0	0
.						
.						
.						

USER C

FIG. 8D

	Q	R	S	T	U	V
QUESTION 1	0	0	0	0	1	0
QUESTION 2	0	0	0	1	0	0
.						
.						
.						

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FIG. 8E

	FREQUENCY	USERS
QUESTION - ANSWER - COMBINATION A	45	USERS A, X, Y, ...
.	.	.
.	.	.
.	.	.